

Customer Satisfaction Towards Vodafone SIM at Tiruchirappalli District- A Descriptive Study

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Abstract— Consumer satisfaction is the most common form of market research in business-to-business markets and it is often to connects the quality and production measurement, rather than as straight marketing based research. Before setting up a consumer satisfaction programme, it is necessary to ensure that the organization has the will to actually make changes for improvement. Otherwise you will simply be annoying consumers by taking their time to collect information, then not doing anything with it. Consumers or buyers are exposed to more of the world than ever before. In the changing economy through cable and satellite television, the internet and increased travel and as a result, their tastes and interests have broadened dramatically. Moreover, the long economic dominance of the United States, Europe and Japan is giving way and economic power is increasingly shared with developing economies. It further illuminates the relationship between the consumer experience and business performance. Around the world, consumers expect better service quality. It confirms that consumers are more likely to leave a provider because of poor service than for any other reason. It also reveals that service quality is the most powerful factor, more influential than price in choosing providers or to do business with them.

Keywords— Consumer satisfaction, Vodafone sim.

The Vodafone sim, which is the Government origination, is successful because of mass survey conducted through the sales force. By following different effective strategies and planning procedures it is running its business successfully. So it is enjoying high consumer loyalty as there is high consumer satisfaction. Hence consumer satisfaction is one of the key elements for achieving good results.

OBJECTIVES OF THE STUDY

- To study the overview of Vodafone sim and to determine consumer preferences of mobile services.
- To evaluate the consumer satisfaction level for mobile services.
- To analyze the consumer opinion with specific reference to Vodafone sim.
- To offer suggestion for Vodafone sim in order to provide Better focused services.

STATEMENT OF PROBLEM

In present, the demand of the cell phone is increasing. There are many players in the cell phone industry. To market their services, every company is adding many new features. The subscribers are provided

with various schemes of cell phone services. And the market for cell phone has become very competitive. There is cut throat competition between all private sector and public sector undertakings such as Vodafone sim. Due to poor area coverage, many cell phone industries lost their market. Non-existence of towers in rural areas resulted in a great loss for many cell phone industries. Subscribers also face many problems such as battery break down, abrupt call cuts, poor area coverage and over billing.

SCOPE OF THE STUDY

- To throw light on the preference of cell phone users with postpaid and prepaid mobile services in Tiruchirappalli District, Tamil Nadu, and India.
 - The awareness among Vodafone sim users about the various facilities provided by cell phone and service providers.
 - Problems faced by the users and dealers.
- The study would further highlight the strategies followed by intermediaries in the VODAFONE

mobile services and also the problems faced by them.

HYPOTHESES OF THE STUDY:

- There is no relationship between Gender and Mobile network of the Vodafone sim.
- There is no relationship between Educational Qualification and the services rendered by the Vodafone sim.

AREA OF STUDY

Tiruchirappalli is one of the major towns in Tamil Nadu. It has been recently upgraded as corporations, is situated one of the national highway connection between the Chennai and Kanyakumari. The town has rich and historical association. The district has an area of 4,404 square kilometers. According to the 2011 census Tiruchirappalli has a population of 27, 22,290. According to the national urban sanitation policy (2010), Tiruchirappalli is among the top cleanest cities in India. Tiruchirappalli is an important educational hub in the state with nationally recognized institutions such as the Anna University, Bharathidasan University, Indian Institutes of Management (IIM), and National Institutes of Technology (TNNIT), Indian Institutes of Information Technology (IIIT) and the Tamil Nadu National Law School (NLS) ECT. It is the industrial town, where a number of industries flourish. The important industries are Bharat Heavy Electrical Limited (BHEL), Ordnance Factory Trichy (OFT), Heavy Alloy Penetrator Project (HAPP) and golden rock railway work shop (SRLY). The most important cottage and village industries in the district were handloom weaving material wearing, basket wearing and artificial gem processing. The percentage of a large number of energy equipment manufacturing units in and around the city has earned it the title "Energy equipment and fabrication capital of India".

METHODOLOGY

Samples of 100 respondents were chosen from people residing in Trichy District. The 100 respondents were selected using convenient sampling method. Descriptive research design in collection and analyzing the data was carried out. The researcher has used primary data which were collected from the consumer

using well structured & pretested interview schedule regarding age, education, occupation, source of awareness of most preferred of Vodafone sim. Statistical tool like chi-square test is used to test the hypothesis.

LIMITATIONS OF THE STUDY

- The researcher has collected only 100 samples due to shortage of time.
- Not able to get proper response from some samples.
- Some of the information are difficult to gather due to professional obligations.
- Sample result may not resemble with population.

REVIEW OF LITERATURE

Sreekumar D Menon (2014) in his article entitled, "Consumer Perception towards A Public Sector Telecom Company (VODAFONE) in Mobile Services" has stated that telecommunication service providers are of paramount importance to both developed and emerging economies in India and the world. With stiff competition between the providers, consumer satisfaction is a necessary for survival in the market. Many telecommunication service providers are offering various products and services in the market. Consumer perception is a personal feeling of either pleasure or disappointment 84 resulting from the evaluation of service provided by an organization to an individual in relation to expectations.

Indian Infrastructure Report (2015) has viewed that Indians rapidly expanding telecom sector is continuing to witness stiff competition. This has resulted in lower tariffs and better quality of services. Various telecom services-basic, mobile, internet, national long distance and international long distance had seen tremendous growth in year 2014 and this growth trend promises to continue electronics and home appliances businesses each of which are expected to net \$ 2.5 billion in revenues by that year. So, driving forces for manufacturing of handsets by giants in India include-sheer size of India market, its frantic growth rates and above all is the fact that it conforms to global standards.

HYPOTHESIS: 1

Ho: There is no relationship between gender and Vodafone sim

Gender/Vodafone sim	Male	Female	Total
Using Vodafone sim	31	57	88
Not using	2	10	12
Total	33	67	100

O	E	O-E	(O-E) ²	(O-E) ² /E
31	29.04	1.96	3.8416	0.1322
2	3.96	-1.96	3.8416	0.9701
57	58.96	-1.96	3.8416	0.0651
10	8.04	1.96	3.8416	0.4778
Total				1.6452.

Degree of freedom = (R-1) (C-1) = (2-1) (2-1) = 1*1=1

Ho: Table value @ 5% level=3.84 and the Calculated Value=1.6452

The calculated value is less than the table value .There is no significant relationship between gender and Vodafone sim. Therefore hypothesis is accepted.

HYPOTHESIS: 2

Ho: There is no relationship between educational qualification and Vodafone sim.

Educational qualification/Vodafone sim	SS LC	HS C	U G	P G	Professi onal	Tot al
Using Vodafone sim	2	5	17	4 6	16	86
Not using	-	1	-	1 2	1	14
Total	2	6	17	5 8	17	100

Degree of freedom =(R-1) (C-1) = (5-1) (2-1) =4*1 =4

O	E	O-E	(O-E) ²	(O-E) ² /E
2	1.72	0.28	0.0784	0.0455

-	0.28	-0.28	0.0784	0.28
5	5.16	-0.16	0.0256	4.9612
1	0.84	0.16	0.0256	0.0304
17	14.62	2.38	5.6644	0.3874
-	2.38	-2.38	5.6644	2.38
46	49.88	-3.88	15.054	0.3018
132	8.12	3.88	15.054	1.8539
16	14.62	1.38	1.9044	0.1302
1	2.38	-1.38	1.9044	0.8001
Total				11.1705

Ho: Table value 25% level=9.49 and the Calculated Value=11.1705

Calculated value is higher than the table value. Hence hypothesis is rejected. So there is a significance relationship between Vodafone sim and educational qualification.

FINDINGS OF THE STUDY

- 67 per cent respondents are female category.
- Majority of 73 per cent respondents are belongs to the age of 20-30 category.
- Above 56 per cent respondents are post graduates.
- 59 per cent respondents are students.
- Majority of 86 per cent respondents are using mobile phone in a Vodafone sim.
- 87 per cent respondents are advertisement for Vodafone sim cards necessary.
- 43 per cent respondents are influenced to choose Vodafone.
- Majority of 75 per cent respondents are buying the Vodafone sim card.
- 45 per cent respondents are come to know Vodafone sim cards.
- 36 per cent respondents are using Vodafone services in 2-6 months.
- Nearly 76 per cent respondents are use of Vodafone sim in prepaid schemes.
- 44 per cent respondents are prepaid/post paid connection scheme and the rental charges to the rate cutter.
- 42 per cent respondents are using mobile network in 3G.
- 32 per cent respondents are call at a consumer care in rarely situation.
- 52 per cent respondents are Vodafone sim problem at face a high prices.

SUGGESTIONS

- Educating the consumers like giving advertisement about new schemes offered by Vodafone for consumers on regular basis.
- Although tariffs have dropped drastically the consumer thinks there is scope for further reduction,
- All the consumers are not homogeneous in their needs. Hence need based scheme may be introduced.
- Vodafone should reduce the activation procedure with regards to avail Vodafone sim cards.

- Motivation of the consumers to offer Vodafone services by providing various schemes as per the needs for the consumers.

CONCLUSION

Vodafone sim with the help of its correct marketing strategy and quality product and service as an affordable price is one of the world's leading telecom companies with the consumer base of over 250 million and the future plans and policies of Vodafone with the help of company to achieve its target of adding 500 million by end of 2016.

Telecommunication has no exception. The key to successful attraction of consumers will not only be the knowledge of the consumer's potential and the strengthening of the consultative sales activities which address them.

Mobile of cellular service already accounts for almost one third of all telephone connection, Both developed and developing countries are sharing in the Vodafone sim revolution. Thus the researcher concludes that the consumers of Vodafone are satisfied with the existing schemes and various services offered.

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